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## **JOB AG**

### **GIGA Vu PRO evolution Wins Prestigious Marketing & Innovation Award**

**Gummersbach, Germany:** JOB AG has won the renowned "Marketing & Innovationprize" awarded by the German "FOTOwirtschaft", a leading photo dealer magazine. The "Marketing & Innovationprize" honors excellence in new product development within the photo industry. This prestigious award recognizes the most innovative photo products introduced during 2005/2006. Furthermore, this distinguished prize showcases the talent and commitment of the people involved in every aspect of the company's product development, including conceptual design, marketing and sales. The award is given to corporations that have developed notably inventive products that offer a high-quality design and allow professional as well as semi-professional photographers to guarantee their results and perform their photographic job more efficiently and effectively.

The new and exciting **JOB GIGA Vu PRO evolution** will make its first trade show debut at the German pavilion during the 2006 PMA Exhibition held in Orlando, Florida USA (Photo Marketing Association). International distributors and press are all invited to see this extraordinary photo storage system and brilliant color image viewer at **booth number 2624-2**. For further details at PMA show, please contact:

**US press and distributors – Lynda Walker (734) 495-9911**

**ROW press and distributors – Johannes Bockemuehl**

JOB AG and partner DIGEPRINT also announce a remarkable new **Digital Minilab** first to be shown at the 2006 PMA Show **booth number 2624-2**.

#### Company Profile:

JOB AG is a family owned company now in its third generation of family leadership. Having been founded in 1923, it has earned a reputation for product quality, professionalism, and commitment to the industry. JOB AG has defined these core values as keys for its continuous success in times of vast technological changes, growing markets, and globalization. Through innovation and ingenuity, JOB AG has created standards within the imaging industry. For instance, JOB AG created the product class of small-volume, high-quality photo processors. And NASA pictures of the first flight to the moon were processed using JOB AG equipment.

Johannes Bockemühl, photography pioneer and founder of the company, first presented JOB AG equipment at the German trade show "Leipziger Messe". Since then, close interaction with photo dealers and end-users has been critical in making JOB AG an indisputable market leader in the world of photography. JOB AG is present at all major international and national trade shows – never losing touch with the market. Effective dialogue enables the agile company to continuously introduce new photo products and to build on its success, as well as the success of its customers.

With offices in Germany and Canton, Michigan USA, JOB AG has evolved from a family-owned local business to an aggressive international corporation. Its modern, lean corporate structure, commitment to quality, and exemplary customer service record are all evidence of a dynamic "winning" approach to meeting the present and future needs of vital global markets.

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